

RV In-Market Audience – Engage Buyers Ready to Start Their Next Adventure

Connect with Consumers Actively Researching & Purchasing RVs

Accurate & Fresh Data – Identify high-intent RV shoppers looking for their next purchase.

Propensity Scored Audiences – Data-driven science delivering highly responsive campaigns.

Spending Capacity – High discretionary income, primed for premium purchases.

Who Are RV Intenders?



Exploring RV Travel
& Ownership Benefits



Comparing Models, Features
& Financing Options



Engaging with Dealership
Promotions & Purchase Offers

Why This Audience is Important

- **Drive More RV Sales** – Capture buyers in-market wanting to experience the freedom of RV ownership.
- **Capitalize on Changing Buyer Demographics** – Reach younger and first-time RV owners ready to enter the market.
- **Boost Dealership Profit** – Target high-intent shoppers with the financial means to invest in premium models and upgrades.
- **Expand Market Reach** – Connect with adventure-seeking consumers looking to buy their first or next RV.

Comprehensive Data for Precise Targeting

- **Online & Offline Behaviours**
Engaging with RV travel blogs, forums, dealership websites, and online RV groups.
- **Purchase Intent**
Evaluating RV ownership for vacations, full-time living, or rental income. Comparing financing, warranty, and insurance options.
- **Demographics & Financials**
Income, age, children, credit range.
- **Assets**
Net Worth, Investible Assets, Liquid Assets, Wealth Assets.